

Associated Student, Incorporated
California State University, Long Beach

**CAMPUS RELATIONS COMMITTEE MINUTES
MEETING #3
NOVEMBER 10, 2021**

1. CALL TO ORDER

Bao called the meeting to order at 9:03 AM

2. ROLL CALL

Voting Members Present

Newton Bao (USUBOT Student at-Large)

Gracie Cole (Staff Representative)

Toni Espinoza-Ferrel (Faculty Representative)

Mitali Jain (USUBOT Chair)

Voting Members Absent

Aquila Jacquette (Senate Representative)

Non-Voting Members Present

Sylvana Cicero (ASI Associate Executive Director/ Director of USU & SRWC) *departed 9:25 a.m.*

Aaron Elimelech (Assistant Director, Communications)

Non-Voting Members Absent

There were none.

Guests

There were none.

3. PUBLIC COMMENTS

There were none.

4. ADDITIONS/CORRECTIONS TO THE AGENDA

Bao called for a motion to approve the agenda.

Cole (MOTION) Espinoza-Ferrel (SECOND) moved to approve the agenda.

1st: Pass 2nd: Pass

VOTE ON THE MOTION

**PASSES 4-0-0
APPROVE- OPPOSE- ABSTAIN**

5. REPORTS

A. Chair Report

Bao reported that he had been approached by students who requested additional information about Owen's Condition for Tuition (OCFT).

Cicero clarified how OCFT worked as requested. OCFT was a program for all general students, but was not available to ASI student employees and members of student government. To participate in the OFCT drawing, a student was required to attend the recreation center 50 times within the defined timeframe of the academic year. Upon reaching 25 visits, a student earned a halfway prize. All participants were eligible to win prizes in random drawings. Virtual participation in OCFT was still

permitted. In addition, Cicero stated she would look into whether or not SRWC Go informs students how many gym trips they have taken.

B. Management Report

(Full report available from the USU Administration Office 232C upon request)

Elimelech addressed some comments and concerns regarding the SRWC Go app. They would be in communication with the parent company to gain additional insight.

Elimelech reported October had been, typically, one of the most active months on social media. On the ASI corporate website, Elimelech displayed the most popular posts across ASI social media platforms. He reviewed the amount of likes and followers, the analytics, and which sections of the webpage students most often viewed. Elimelech noted that all social media accounts were growing and engagement had increased.

Elimelech reviewed the amount of activity on SRWC's social media pages, the analytics, the most popular posts, the most active parts of the webpage, and the number of likes and followers gained. Engagement had increased as compared to the previous year.

The team would continue to improve communication about donated and available items at the Beach Pantry.

6. OLD BUSINESS

There was none.

7. NEW BUSINESS

There was none.

8. CLOSING COMMENTS

9. ADJOURNMENT

Bao adjourned the meeting at 9:32 AM